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## OLDER AMERICANS MONTH 2006



independence + dignity + choice  
= healthy aging

**May is Older Americans Month**, and above is the 2006 logo/theme. The Department of Senior Services is here to help with ALL aspects of healthy aging. If you could use some help, or just information, call us at 858-8526.

A national photo contest last year captured great images of Celebrating Long-Term Living —check them out at [www.aoa.gov/press/oam/May\\_2005/photo\\_contest/2005\\_winner.s.asp](http://www.aoa.gov/press/oam/May_2005/photo_contest/2005_winner.s.asp)



Commissioner  
Pamela M. Krawczyk

# 60 PLUS



## Are You Financially Prepared for Your Longevity?

On March 18, Senior Services hosted seminars by local experts to educate, inform, and assist people over age 50 in dealing with financial topics such as Wills, Trusts, and Estate Planning; Pensions & Other Retirement Plans; Long Term Care Insurance and New York State's Partnership for Long Term Care; and How to Prepare So You Don't Outlive Your Money. Preparing for a longer lifespan and the kind of retirement you desire is ultimately your responsibility. Regardless of age, there are actions that you can take to help you plan for your financial well-being. The more informed you are about your financial needs and circumstances, the better able you will be to take steps to enjoy the security and peace of mind that comes with preparing for your longevity. If you did not attend the March event, [www.erie.gov/depts/seniorservices](http://www.erie.gov/depts/seniorservices) has some resource material available, and the internet is accessible at public libraries.

Celebrating May as Older Americans Month, the Department of Senior Services is opening a Long Term Care Insurance Information Resource Center to help our aging population learn about this increasingly important option. Call 858-7883 if this is of interest to you.

## Message From the Commissioner...

As a child, my family vacationed in historic Williamsburg, Virginia. One highlight was a magnificent home surrounded by a lavish garden including a maze carved out of hedges. Because I was little, I had my parents to lead and guide me, so I had no fear of getting lost and viewed it only as a fun adventure. Today, a bit older and hopefully wiser, I am now a responsible "adult" and no longer have my parents for added security. I know all too well the frustration of losing direction and apprehension of not being able to view my "destination" in the near distance. Whether perception or a reality, it still can be overwhelming to find yourself deep within a maze all alone.

Decisions about long term care services can be just as confusing. Most decisions need to be made during a crisis, when it is difficult to obtain and evaluate all the options available. Physicians, discharge planners, and others do their best to help consumers and their families obtain information necessary to help them

## Passport to Wellness Walks

A series of six walks started March 3, but you are still welcome to join: Registration at 8:30 am and walk/warm-up at 9:00 am. Payment of \$3.00 per walk helps offset the costs of the Passport program.

Walk 4—Friday, March 24 at McKinley Mall food court

Walk 5—Friday, March 31 at Boulevard Mall food court

Walk 6—Friday, April 7 at Walden Galleria food court.

The “Passport to Wellness” Program is an on-going series of guided walks designed to provide fun and safe walking opportunities for adults 50+. The Wellness Institute hopes to again schedule **Springtime walks** in local parks starting in May—call **851- 4052** or go to [www.beactiveNYS.org](http://www.beactiveNYS.org)

to make the best decisions possible. In fact, Erie County Department of Senior Services has a brochure entitled “If You Don’t Know Where To Turn For Help, We’ll Guide You Through the Maze” - a pamphlet that refers to the complexities associated with accessing programs that will help you or a family member maintain an optimal level of well-being, independence and quality of life. A vast array of home and community-based services (HCBS) are available for your long-term care needs, yet navigating the long-term care system can be a challenging task, even under the best of circumstances. Depending on who you ask, or which door you enter, your results may vary.

Changing demographics, social trends, legislation, and court decisions are resulting in a growing demand for high-quality, consumer-centric long-term care. The increasing burden placed on the long-term care system coupled with the limited resources available to meet the needs have sparked an interest in meaningful reform by both the public and private sector. One proposed change is a “single point of entry” for long-term care. The State of New York is developing the framework for a single-point-of-entry system that will potentially provide long-term care information, assistance, assessment and screening, case management, and service coordination to everyone, regardless of age. When properly constructed, a point of entry system can help consumers, families, and providers better understand, use, and coordinate long-term care services.

The New York State Office for Aging has requested that all Area Agencies on Aging be the catalyst to facilitate a Point of Entry in their respective Counties. In Erie County, as we move ahead with the “Blueprint for Change”, we find ourselves traveling a parallel path in the same direction. The Erie County Department of Senior Services envisions a system that:

- Supports self-determination & promotes personal responsibility
- Provides services that meet consumer needs
- Provides high quality care
- Ensures efficiency and affordability
- Emphasizes independence / not dependence

As we begin to plan for the future and meet the challenges before us, I would like to enlist your assistance in providing some feedback on the Long Term Care System as it currently exists. Have you needed to access programs and assistance for a family member, friend or neighbor? What has your experience been? Were there barriers to accessing services? What services were needed that you could not access? Please send your comments to: [SeniorInfo@erie.gov](mailto:SeniorInfo@erie.gov) or mail to Senior Services SPOE, 95 Franklin St. Rm. 1344, Buffalo, NY 14202. Thank you.

*My will shall shape the future.  
Whether I fail or succeed  
shall be no man's doing  
but my own.*

*I am the force;  
I can clear any obstacle before me  
or I can be lost in the maze.  
My choice; my responsibility;  
win or lose,  
only I hold the key to my destiny.*

*Elaine Maxwell*

Imagine for a moment. Picture yourself driving with a passenger in the seat next to you when suddenly you pass out at the wheel of the car. What would you want the passenger to do? Grab the wheel and make decisions? Apply the brakes and coast to a stop? Let the car take its natural course until the gas runs out? Use this metaphor to start thinking about your health care decisions...if you cannot speak for yourself – **what do you want someone else to do?**

Sharing your wishes, thoughts, and values now before a serious health event occurs can make it easier for yourself and others involved. Consider what makes life meaningful and worth living for you. It's very helpful to write this down, and to talk about it with others. This can act as a guide for your agent or spokesperson. By knowing what's important to you, they can make the kinds of decisions you would make for yourself. Is it important that you live long enough for a family event/milestone? Important that you be able to see the sunrise? To hear birds sing? To know the word for "bird"? Important to you that you can walk?

If you could not make healthcare decisions for yourself, who would you like to make those decisions, and what process should they use to do so? Think about who you trust to know your wishes and carry them through. They should be willing to speak on your behalf and to act on your wishes. If they know you well and understand what's important to you, have a conversation about whether they are willing to take on this responsibility in the future if needed. Will they ask questions about your condition and choices available? Understand that with time, or under different circumstances, your wishes and opinions may change – it doesn't hurt to change your mind, as long as your spokesperson knows and communicates your wishes. Recognizing it's difficult to anticipate all possible scenarios, express your wishes on how you want decision-making to proceed. When thinking about life sustaining measures, it is possible to treat, withhold treatment, or consider a limited trial. Give your agent as much information as you can. Conversations with your spokesperson and loved ones will help ensure your wishes are understood. In New York State it is recommended that you complete a Health Care Proxy naming your health care agent/spokesperson to speak on your behalf.

Begin conversations now, and include family members, friends and healthcare providers. Many people hesitate to discuss such sensitive topics, yet conversations need to take place before a crisis occurs. If you have a chronic health condition, discuss with your physician possible scenarios and the benefits and burdens of various treatment options so you can consider care you might want. By taking action to plan in advance, your loved ones will have peace of mind - not tough choices. To help guide discussions, many resources are available, such as Univera Healthcare's *Advance Care Planning booklet* at [www.univerahealthcare.com](http://www.univerahealthcare.com) or 1-800-337-3338, or *Sharing Your Wishes* – a booklet available through Erie County's Coalition for Health Care Decision-Making at 716-686-8070, or call Senior Services at 716-858-8526 or go to [www.erie.gov/depts/seniorservices](http://www.erie.gov/depts/seniorservices) .

In addition to sharing copies of your advance health care documents with your spokesperson and health care providers, you may find it helpful to keep a copy handy in a **Personal Health Record**—Have you had the experience of consulting with multiple health care providers and struggled with answering questions about your health history or that of a family member? **"Wouldn't it be great to have that information in one place?"** Start with a three-ring notebook or folder for each family member's health information. Visit the Personal Health Record page offered by the Senior Services' Wise and Well Program at [www.erie.gov/depts/seniorservices/health/personal\\_health.asp](http://www.erie.gov/depts/seniorservices/health/personal_health.asp) Helpful tools can be downloaded/printed and links assist you as you take steps to enhance your health.

## Medicare & EPIC Help with Prescription Costs—HIICAP Can Help You Find a Plan that Works for Your Situation

Are you one of the Medicare beneficiaries that has not yet chosen a Prescription Plan? Although half the nation is still not enrolled, **coverage is not automatic—you must choose and enroll** in a prescription plan. Drug coverage is available to everyone covered by Medicare, no matter how much money you make, the status of your health, or the number of medicines you take. Unless you have creditable coverage (coverage equal or better than the standard plan—you should have received a letter from your provider), if you are eligible but have not enrolled in a Medicare Prescription Plan **by May 15**, you will have to pay premium penalties for late enrollment, so do not delay your decision. There are 47 New York “stand alone” plans from which to choose, **or 7 Medicare Advantage plans**. **Senior Services HIICAP workers are available to help you find the best plan for your own situation and enroll – simply call 858-7883** if you have any questions or need explanation or assistance.

Under the standard Medicare prescription plan, most people pay a monthly premium, an annual deductible, and co-payments which vary according to the plan you choose. By enrolling before May 15, you won’t have to pay penalties for delaying.

**“Extra Help” is available:** If your 2005 income is below \$12,920 if single (\$17,321 for a married couple), resources such as stocks/bonds/savings/CDs/IRAs are no greater than 11,500 for a single person, (\$23,000 for a married couple) you qualify for the extra subsidy. If income and resources are slightly higher, you may qualify for some “extra help” in paying for any premiums, deductibles, and co-payments.

**New York EPIC may help seniors save even more, and we continue to work with them.** EPIC enrollees eligible for the full “extra help” joining a Medicare drug plan will not pay a premium or deductible for Medicare drug coverage, and pay much lower co-payments (\$2 generic/\$5 brand name). All EPIC enrollees benefit by using EPIC to “wrap around” the Medicare drug benefit for greater coverage and savings—the pharmacy will automatically bill EPIC for any prescription costs not covered by Medicare and can be used to cover drugs that may not be covered by your Medicare drug plan. If you are in the EPIC fee plan, you may save more money on your drugs if you also enroll in a Medicare drug plan. For example, if a prescription costs \$100 and you have met the Part D deductible (or you have an enhanced plan that pays the deductible), then you would only pay 25% (\$25) of the drug cost. If you have EPIC and Part D, then the \$25 Medicare co-pay can be submitted to EPIC and you would only co-pay the \$7 co-pay to EPIC, instead of \$20, thereby saving \$13 off the EPIC co-pay. To see how much you will save, you will need to compare the total savings in EPIC co-pays to the premium for your Part D plan.

**If you have a Medigap plan** that includes prescription drug coverage (H, I or J plan), you have three or four options: You may continue your existing Medigap plan but without drug coverage (a lower premium) and purchase one of the 47 stand-alone plans; OR you may enroll in a new Medigap plan without drug coverage and purchase a stand-alone plan; OR cancel your Medigap coverage and join a Medicare Advantage plan that includes drug coverage; OR if you keep your current Medigap policy and don’t enroll in a drug plan, you will be subject to premium penalties if you decide to enroll in Part D later (unless it is deemed creditable coverage).

**Senior Services HIICAP experts and volunteers will continue outreach events** throughout the community to assist you with information about and enrollment in the Medicare Prescription Plans. Call 858-7883 for a schedule, or visit our website at [www.erie.gov/depts/seniorservices](http://www.erie.gov/depts/seniorservices). HIICAP workers are specially trained, and answer your questions at no charge.

# "Caregivers Take Charge" Series!

Caregivers . . . do you know there's a wealth of caregiving related information, support and inspiration in books and videos? "Caregivers Take Charge" is a series of eight brochures which highlight books and videos which are available through the Buffalo and Erie County Library system. Here are examples from each of the brochures:

## I. CAREGIVING:

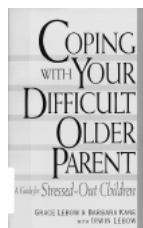
*The Comfort of Home: An Illustrated Step-by-Step Guide for Caregivers* by Maria M. Meyer



Practical, easy to follow advice for the caregiver, including a special section on Alzheimer's care. Illustrations, bulleted lists, checklists, notes, tips, resource lists, charts, daily care and activities records, and medication schedules make this an excellent home health care guide.

## II. HELPING THE CAREGIVER COPE:

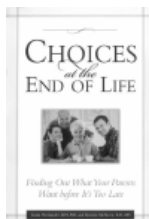
*Coping with Your Difficult Older Parent: A Guide for Stressed-Out Children* by Grace & Irwin Lebow, Barbara Kane



Written by two social workers/care managers specializing in older people and their families, this book offers advice on how to handle a variety of negative personalities and behaviors such as a parent's dependency, self-centeredness, need for control, self abuse, depression, fearfulness and expressions of loss or grief. It includes sample dialogues with parents on difficult issues, such as what to say if a parent wants to move in with you, and a chapter on how to prevent yourself from becoming a difficult person.

## III. LONG TERM PLANNING:

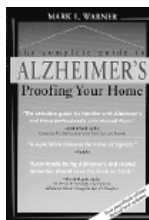
*Choices at the End of Life: Finding Out What Your Parents Want Before It's Too Late* by Linda Norlander & Kerstin McSteen



Promoting the notion of a "kitchen table discussion," this book will open the lines of communication between you and your parents concerning end-of-life issues. In addition to a list of resources and a glossary, it includes a chart of which states recognize healthcare directives, healthcare agents and non-hospital DNR orders.

## IV. MEMORY LOSS AND DEMENTIA:

*The Complete Guide to Alzheimer's – Proofing Your Home* by Mark Warner



This practical guide on how to make your home safe for a person with Alzheimer's includes a listing of products and manufacturers as well as a brief explanation of the stages of decline, a glossary of pertinent terms and suggestions for further reading.

## V. SYMPTOMS, DISEASES AND DISABILITIES OF THE ELDERLY:

*The Complete Bedside Companion: No-Nonsense Advice on Caring for the Seriously Ill* by Rodger McFarlane and Philip Bashe



Practical and yet affirming, this guide is designed to assist individuals through the day. The first part of the book explores issues pertinent to all caregivers, while the second part is devoted to caring for loved ones with specific illnesses. Personal anecdotes, charts, checklists, recommended reading lists and resource lists truly make this a “complete” source for all “everyday angels.”

## VI. DEATH AND DYING:

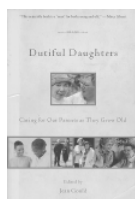
*On Our Own Terms: Moyers on Dying* (VHS) by Bill Moyers, Elena Mannes, Judy Doctoroff O'Neill & Judith Davidson Moyers



This is a video collection comprised of four 90 minute tapes entitled *Living with Dying*, *A Different Kind of Care*, *A Death of One's Own* and *A Time to Change*. The purpose of the tapes is to discuss death openly, address advances in palliative care, look at how we can exert control over our own deaths and how that affects society and figure out how to improve care for the dying in our complex and often dehumanizing system of hospitals, nursing homes and insurance care providers.

## VII. PERSONAL STORIES OF CAREGIVERS:

*Dutiful Daughters: Caring for Our Parents as They Grow Old* by Jean Gould



This book is a collection of personal narratives by women who are taking care of their aging parents. The complexities of such close and changing relationships are explored in these 22 stories. A listing of organizations, web sites and books is included for those readers who find themselves in the position of parenting their parents.

## VIII. HELPING YOUNGER CHILDREN UNDERSTAND AGING AND MEMORY IMPAIRMENT:

*What's Wrong with Grandma?* By Margaret Shawver



A young girl tries to understand the frustrating, frightening changes in her grandmother caused by Alzheimer's Disease.

### For more information about these resources:

- Call your local library or the Buffalo and Erie County Central Library at 858-8900
- Access the Library's web site at [www.buffalolib.org](http://www.buffalolib.org)
- For copies of the brochures, call Erie County Department of Senior Services Caregiver Resource Center: 858-2177

# NUTRITION PROGRAM

## STAY FIT DINING

By Susan J. Radke RD, CDN, Nutrition Program Director

### What's Hot? What's Not? the Stay Fit Way

#### Hot for 2006:

Senior Centers	Staying at Home
Registered Dietitians	Quack Nutritionists
Balanced Diets	Fad Diets
Good Food	Fast Food
Antioxidants	Vitamin Pill
Nutrition Education	Nutrition Ignorance
Exercise for Seniors	Couch Seniors
Good Old Friends	Ignoring Old Friends
Meeting New Friends	Watching TV
Walking	Rocking Chair
Healthy Aging	Unhealthy Eating
Being Informed	Being Obtuse
Stay Fit Dining Experience	TV dinners
New games	Doing the Same Old Stuff
Saving Money	Spending a Lot
Balanced Meals	Cooking & Clean-Up

#### Not Hot:

In this day of rising fuel and food costs—You can save a lot by coming to a warm and friendly Senior center where the meals are Hot and so are the Seniors!

\$2.25 is the suggested confidential contribution for the Stay Fit Meal offered at 50 locations throughout Erie County. The meal prepared for you is nutritionally balanced in calories, vitamins, minerals and meets the 1/3<sup>rd</sup> Recommended Dietary Allowance for the 60+ population. Chicken, Omelets, Pork Chops, Meatloaf, Roast Beef, Spaghetti, Cabbage Rolls and Fish are just a few of the examples of a wide variety of the Entrees that we serve. Kosher meals are served at 2 of our locations and offer a variety of Kosher delicacies: Blintzes, Salmon, Stuffed Peppers, Lemon Chicken, Kasha and Bowties, all prepared under strict Kosher guidelines. Other sites often include African-American or Hispanic favorites.

Find out the latest about Exercise and Fitness, Antioxidants, Diabetes, Cholesterol, Fad Diets, Weight loss, and the New Food Pyramid by attending bi-monthly Nutrition Education presentations conducted by a Registered Dietitian, or set up an appointment for an individual Nutritional Counseling session. Grab a friend, walk, bike or drive to the nearest Senior Center where there is an atmosphere of Fun and Friendship. Hot food and lots of Hot topics suit all your needs! Stay Fit, Stay Healthy and Stay Informed!

Most luncheon reservations can be made 24 hours in advance.

**For more information on the  
Stay Fit Exercise & Dining Program  
call 858-7639!**



Registered Dietitians Janice Nowak and Lisa Smith  
present nutrition education at sites

# NUTRITION PROGRAM

## STAY FIT DINING

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### Spotlight on Stay Fit's Kosher Dining Program:

Senior Services serves almost 11,000+ home delivered kosher meals and almost 12,000 congregate kosher lunches per year. The Yiddish word "kosher" comes from the Hebrew phrase kAshEr which means fit and proper. Kosher lunches are another tasty meal designed to help keep you fit through proper diet, and are served daily at the Jewish Community Center-Amherst, and three days a week (Wednesday, Thursday, Friday) at the Jewish Community Center- Delaware Ave. in Buffalo at noon. Meals on Wheels clients can also receive a kosher lunch and dinner.

In 2003, \$20,000 was used to cover the cost of installing refrigeration and freezer units to enable the kosher meal program to continue. Pictured here with Commissioner Krawczyk and Stay Fit Assistant Project Coordinator Mike Saccomanno, Hayden Andrews manages and oversees the operation of producing fresh kosher meals for both the Stay Fit Dining congregate and home-delivered meals programs.



Below are some sample Kosher menus that our guests enjoy and give the thumbs-up:

- Roast Beef with Horseradish & Gravy, Farfel & Mushrooms, California Mixed Vegetables, Pumpernickel Bread, Parve Lemon Cake with Icing and Refreshing Milk to take home
- Salmon Patty with Dill Sauce and Lemon Wedge, Rice Pilaf, Peas, Raisin Bread, Spinach Salad with Dressing, Chocolate Pudding, and Ice Cold Milk
- Chicken with Fricassee Sauce, Kasha & Bowties, Broccoli, Kosher Rye Bread, Chef Salad with Dressing, Fresh Apple, and Milk to take home



If you'd like to try one of our kosher menus, you are very welcome to join us. Call 858-7639 for more information or call for a reservation 24 hours in advance!

**For information on the Stay Fit Exercise & Dining Program call 858-7639!**

**Kosher Program at 2640 North Forest: 688-4114 x329**

**Kosher Program at 787 Delaware Ave: 886-3172 x405**

**Scientific Basis for Evolution of Earth and Life** Science works by observing, by suggesting explanations for observations, by collecting evidence, and by testing and refining (or junking) explanations. By observing, astronomers and astrophysicists learn how stars form, evolve, and die, and how planetary systems form. Observations of the Earth and its materials reveals history-how its crust has changed, continents moved and oceans opened and closed, and mountain chains formed. Evidence of living beings enabled paleontologists and archaeologists to learn about how life has changed through time. But it is all based on observational evidence and explanations that have themselves evolved and developed. Instructor: Paul Reitan, Ph.D., Professor Emeritus, Dept. of Geology, SUNY-UB. Classes at Town of Tonawanda Senior Center on Wednesdays, April 5, 12, 26, May 3 1-2 pm Call 874-3266 to register. Course fee: \$15

**Water, Water, Everywhere---and not a drop to drink? Effects of population on natural resources.** Does the growth of the world's population lead to a scarcity of Earth's resources? Examine the interconnectedness between population and resources. Participants will "shop" for resources in a global marketplace, create and analyze population pyramids, look at population growth, and explore fresh water issues both globally and locally, using the Great Lakes as a model. Curriculum is based on materials from United Nations conference, "The Global Challenge of Water". Curriculum materials will include "Facing the Future: People and the Planet" and the National Council for Geographic Education's "Water in the Global Environment". Instructor: Virginia Figura, Adjunct Prof., Dept. Geography & Planning, Buffalo State College. Classes at Orchard Park Senior Center on Thursdays, April 13, 20, 27, May 4 9:30 am-10:30 am. Register by calling 662-6452. Course fee: \$15

**Literature That You Can Eat** Survey some great classic literature through the medium of food. Culinary descriptions from passages in books, novels, poetry, short stories, and plays are as important a part of literature as in real life. Exploring setting, atmosphere, and theme, you will eat, drink, and be merry as you sample a taste of not only well-prepared words but ingredients well-prepared to delight your senses. Each class focuses on a different era: Biblical Antiquity, Elizabethan Shakespeare, Victorian/Old West, and 20<sup>th</sup> Century, so come and devour some literature! Instructor: Barbara Blackburn, Instructor of English at ECC, NCCC and teacher of culinary classes at the Chautauqua Institute and various WNY schools. Classes held Tuesdays, April 25, May 2, 9, and 16 2:30-3:30 pm at Clarence Senior Center. Call 633-5138 to register. Course fee: \$15

**Lincoln's Camp David – Abraham Lincoln and the Soldier's Home** A one-hour, one-time class examines the quarter of Lincoln's presidency when he resided at the Soldier's Home a few miles from the White House to escape everyday Washington politics and to focus on important issues such as writing the Emancipation Proclamation. Taught by James McGrath, local Civil War historian and art collector, this Erie County Lifelong Learning Program lecture is **free** and open to anyone over the age of 60, but **registration is required**. Class will be held on Friday, May 12, 1:00 pm at Town of Tonawanda Senior Center - Call 874-3266 to register. **Free** and on June 9 at 1:00 pm at the Orchard Park Senior Center - Call 662-6452 to register. **Free**



## Page 10 **Lifelong Learning—Classes Specially for Seniors this Spring**

**Germany Today** Informative and fun!!! New info covers the German Reunification; Germany's place in the European Union; Structure of Government; Political Parties; Landforms, Communities and Regions; Beautiful Places and The People. Embellished with personal experiences trips to Germany, class includes a menu session with discussion of German sausages and breads, easy vocabulary to assist ordering in a restaurant, the menu, numbers, and paying the bill. No discussion of Germany would be complete without info about German beer and wine, including how to read a wine label. Maybe a little tasting of some of these things could be in order. Don't wait for Oktoberfest - Sign up and find out! Instructor: Sue Naylor, M.A. (retired high school German Studies teacher) Classes held Thursdays, May 11, 18, 25, June 1 9:30 am-10:30 am at Orchard Park Senior Center. Call 662-6452 to register. Course Fee: \$15

**If you are interested in participating as a volunteer teacher in the Lifelong Learning Program**, contact Patricia Dowling, Erie County Retired & Senior Volunteer Program at 858-7548 or [dowlingp@erie.gov](mailto:dowlingp@erie.gov)

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**Worldwide, every 30 seconds a woman is diagnosed with breast cancer.** A new research study, **ExCel**, is trying to discover whether a medicine can help prevent breast cancer in women who have not had breast cancer. Participants will take one pill daily for five years. The pill will be exemestane (Aromasin) or a placebo. All visits for ExCel will be conducted at the University at Buffalo South Campus. To be eligible, women must be postmenopausal AND not on hormone replacement therapy. If you join ExCel, you will receive a breast examination every year, a bone density examination, if you have not had one in the past year, and individual and personal attention from a study nurse assigned to you. Be part of the ExCel study. For more information, call the study nurse, Rosemary Laughlin, RN, at 829-3128.

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The **Alzheimer's Association of Western New York** is seeking volunteers to provide in home "friendly visits" for persons with memory loss so that their caregivers may take a much-needed break. Volunteers are matched in teams of two, 4-8 hours per month, Free training, Flexible hours. For more information about the Volunteer Respite Program, call Jennifer Baran at 626-0600. If you are caring for a loved one with Alzheimer's disease or a related dementia, the Alzheimer's Association, WNY Chapter would like to help.

**SAVE THE DATE: 10<sup>th</sup> Annual Dementia Care Conference Saturday, August 5, 2006** at Holiday Inn, Amherst 9:30 – 2:30. Keynote Address by Dr. June Chang. For more information call (716) 626-0600

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**Health Connection Programs** from Catholic Health System presents health education classes at Appletree Business Park, Suite 8A and other locations throughout the area. **Call 447-6205** for more information about classes and to register. Visit [www.chsbuffalo.org](http://www.chsbuffalo.org) for ongoing services and offerings.

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This winter, the **Western Zone of the New York State Retired Teachers' Association**, through its Founders Fund, presented checks totaling \$9,225 to Meals on Wheels of Buffalo and its counterpart in five other Western New York Counties, the Seneca Nation Office of the Aging, the state organization's Katrina Relief Fund and the Robert DeCormier Fund, and the Network in Aging. Anne Flansburg, zone president, Dr. Johannes Olsen, zone treasurer, and Leonard Sikora, fund chairman, made the presentations.

## Thank You For Your Support and Generosity

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As the number of seniors grows, so does the need for our vast array of services. The Department of Senior Services encourages and appreciates donations. If you are in a position to do so, please fill out the form below. 100% of your contribution will be used to provide direct service to an older adult in need. **Thank you!!!!**

I designate my donation of \$\_\_\_\_\_ for:

\_\_\_\_\_ Newsletter  
\_\_\_\_\_ Caregiver Education and Services  
\_\_\_\_\_ Transportation

\_\_\_\_\_ **Use where most needed**  
\_\_\_\_\_ Home-delivered meals  
\_\_\_\_\_ Adult day services

### Mail to:

Erie County Department of Senior Services  
95 Franklin St., Rm. 1329  
Buffalo, NY 14202

Please make check payable to:  
Erie County Department of Senior Services.  
Your check is your receipt.

### **County Executive's Message** *continued from page 12*

unrestricted income through an advertising agreement. In all instances, the businesses have gained visibility, positive reputations and connections within the network and the community.

To date, sponsorship for the Going Places Van Transportation Fleet has been met with great enthusiasm from the business community. Independent Health, a lead sponsor, has "wrapped" 13 vehicles, generating significant revenue, every dollar of which will be placed back into the transportation system in order to sustain the existing program.

Now, more than ever, it is essential that we expand this innovative concept to target other areas of County Government. My Administration is leaving no stone unturned, we are committed to finding new sources of revenue for county government. The burden placed on county taxpayers by Medicaid is outpacing our ability to pay. That's why I've asked my department heads to find alternative ways to reduce spending and increase revenue. I have appointed Mr. James Hartman, Director of Management Initiatives, to help coordinate this effort.



"Senior Services has been the leader in bringing sponsorship and advertising revenues to help support its operations. We are looking to expand that concept to other properties and areas of County government in the year ahead," said Mr. Hartman.

***"Many a small thing has been made large by the right kind of advertising." ~Mark Twain***

**The next issue of *60 Plus* will be late September/early October 2006**

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**Our sincere thanks to all those who make this newsletter available.**



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## From the County Executive...



County Executive  
Joel A. Giambra

As you travel the roads of Erie County, chances are that you have seen numerous billboards. On some, the message is “this space available” or “place your ad here”. Marketing and advertising is a multi-million dollar business in this country. Given the economic realities, governmental agencies are now examining the use of advertising / sponsorship as a useful means of saving public expenditures.

In Erie County, framework for this type of initiative began late in 2004 when the Department of Senior Services sought to develop a plan to foster mutually advantageous public/private sector partnerships. Their plan began by exploring partnerships with the business community in order to further the Departmental mission to improve the quality of life for older adults and their families while reducing reliance on county tax dollars. Therefore, each partnership is developed to ultimately benefit older adults and caregivers, in addition to being

of benefit to the business and the aging network. Three specific areas were highlighted:

- Departmental publications
- Media sponsorship for special events
- Fixed signage/advertising/sponsorship on Departmental vehicles.

The partners have agreed to underwrite specific expenses, purchase goods, or provide specific services through a direct sponsorship OR in the last situation, the partners assisted the Department in generating

*(Continued on page 11)*